

Purple Flag

Readiness grant program guidelines

March 2026



nsw.gov.au/purpleflag

Key Program Details

Applications open	Thursday 19 March, 12:00pm AEST
Applications close	Monday 20 April 2026, 12:00pm AEST or earlier if funding is fully exhausted prior to this date.
Application Process	Online application via Smarty Grants
Type of grant opportunity	Open, non-competitive, demand driven or ‘first-in, first-served’
Grant value	<ul style="list-style-type: none">• Total Grant Program Value: \$750,000 (ex GST)• Individual grant amounts: up to \$50,000 (ex GST) per proposed or accredited Purple Flag precinct, up to a maximum of \$150,000 (ex GST) for multiple precincts.
Application outcome date	Late May 2026
Project delivery period	1 July 2026 to 30 June 2027
Reporting requirements	<ul style="list-style-type: none">• Check-in Report and Meeting – by September 2026• Progress Report – by February 2027• Acquittal Report – by July 2027• No later than 6 months after executing a funding agreement (or as otherwise agreed by DCITHS), councils are expected to complete a Purple Flag self-assessment report for each proposed Purple Flag precinct.
Decision-maker	24-Hour Economy Commissioner Department of Creative Industries, Tourism, Hospitality and Sport
NSW Government Agency	Office of the 24-Hour Economy Commissioner
Enquiries	Please contact the department staff between 9.00am – 5.00pm Monday to Friday on purpleflag@24houreconomy.nsw.gov.au

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This document contains information about the Purple Flag Readiness Grant Program and how you can apply.

You should read this document in full before you apply.

It sets out:

- the purpose of the Purple Flag Readiness Grant Program
- eligibility requirements
- how applications are assessed
- how funding recipients will be monitored and evaluated
- responsibilities and expectations for the Purple Flag Readiness Grant Program

The Purple Flag Readiness Grant Program has been developed by the Office of the 24-Hour Economy Commissioner (O24HEC) and is jointly administered with Create NSW, both within the Department of Creative Industries, Tourism, Hospitality and Sport (the Department).

1. Program details

1.1. Grant Program Overview

The Purple Flag Readiness Grant Program (the Program) is an open, non-competitive, demand-driven (first-in, first-served) grant program designed to encourage Councils to adopt Purple Flag as a night-time precinct management framework across Special Entertainment Precincts (SEP).

The NSW Government has committed up to \$750,000 (ex GST) to the Program, offering eligible councils grant funding of up to \$50,000 (ex GST) per proposed or accredited Purple Flag precinct, and up to a maximum of \$150,000 (ex GST) for multiple precincts.

Eligible applicants include local councils with SEPs either permanent or in trial, and recipients of previous NSW government funding to establish a SEP (excluding the latest SEP Kickstart Grant Program Round 2).

A focus of the program is to encourage coordination and engagement with local businesses, transport, local communities, police and other key stakeholders, with a mandatory 25% of funding per precinct allocated to coordination and engagement activities. The Program will also fund initiatives aimed at improving safety and perceptions of safety for women and gender-diverse individuals. Funding towards marketing and promotion will be available for promotion of accredited Purple Flag precincts only.

As part of project delivery, it is expected that all funded councils prepare a Purple Flag precinct self-assessment report for each proposed Purple Flag precinct, within the first 6 months of executing their funding agreement.

While achieving Purple Flag accreditation is not mandatory for grant recipients within the project timeframe, successful applicants will receive a Purple Flag application template (including the precinct self-assessment report template) to ensure recipients are well positioned and supported to apply for Purple Flag accreditation when ready.

The Purple Flag accreditation assessment will be managed through a separate process. Grant recipients will be notified when future rounds of assessments for Purple Flag accreditation open for applications.

1.2. Program objectives

The Program has been established to support the adoption of Purple Flag as a best-practice night-time precinct management framework across SEPs. Through targeted funding, the Program seeks to:

- **Embed consistent standards in night-time precinct management:** Strengthen the quality and consistency of night-time precinct management across NSW by embedding internationally recognised Purple Flag standards.
- **Strengthen local coordination and collaboration:** Facilitate stronger partnerships between councils, businesses, government agencies and stakeholders to drive precinct improvements and support ongoing accreditation efforts.
- **Improve perceptions of safety for women and gender-diverse people:** Support initiatives that enhance the safety and inclusivity of night-time precincts, particularly for women and gender-diverse people, helping to create welcoming and secure environments for all.
- **Increase awareness of the Purple Flag program among local communities:** Support marketing, education and outreach initiatives to enhance business and consumer engagement with the Purple Flag framework and benefits.
- **Increase precinct readiness to apply for and maintain Purple Flag accreditation:** Support councils and stakeholders to adopt and implement the Purple Flag night-time management framework, strengthening their capacity to apply for and maintain Purple Flag accreditation.

2. Background

2.1. About Purple Flag

Purple Flag is an internationally recognised accreditation program which celebrates precincts that achieve high standards of excellence in managing their night-time economy. While Purple Flag precincts in NSW are the first of their kind in Australia, there are over 100 Purple Flag precincts globally in countries such as the UK, New Zealand, Sweden and Malta.

Purple Flag is administered by the Office of the 24-Hour Economy Commissioner, in partnership with the UK Association of Town and City Management (ATCM). The program also works closely with other state government agencies, local government, police, healthcare professionals, business, industry groups and consumers.

To be awarded a Purple Flag, applicant precincts are assessed by independent Purple Flag assessors and an accreditation panel against five core principles, outlined below:

- **Wellbeing:** The precinct should be welcoming, clean and safe.
- **Movement:** The precinct should provide a secure pattern of arrival, circulation and departure.
- **Appeal:** The precinct should include a vibrant choice and a rich mix of entertainment and activity.
- **Place:** The precinct should be a stimulating destination and vital place with place identity.
- **Strategic Alignment:** The precinct stakeholders should share a clear aim and common purpose.

When you see the Purple Flag sign, you'll know the area meets standards of excellence in vibrancy, diversity and safety at night. This includes good access to public transport, street lighting and great food and beverage.

Purple Flag accreditation is renewed every two years, with a yearly progress report to maintain status and drive continuous improvement.

Achieving and maintaining Purple Flag status helps strengthen collaboration between businesses, governments and the community, and work towards long-term benefits such as sustainable economic growth, new investment, stronger local identity and the creation of a vibrant, safer and more diverse precinct that can serve as a model for others.

Read more about [Purple Flag Program](#).

2.2. About Special Entertainment Precincts

Special Entertainment Precincts (SEPs) have been developed by the NSW Government as a tool for local councils to help unlock the potential of their night-time economies, encourage live performance and support vibrant and diverse going-out precincts.

A SEP is established under Part 3 of Chapter 8 of the Local Government Act 1993 and is an area, streetscape or single venue where trading hours and sound conditions are set by a council in a precinct management plan to support live performance and provide operational certainty for venues, neighbouring residents and businesses.

The 24-Hour Economy Legislation Amendment (Vibrancy Reforms) Act 2023 and the 24-Hour Economy Legislation Amendment (Vibrancy Reforms) Act 2024 strengthened the SEP framework by offering greater incentives for venues, streamlining regulations, and improving governance.

Read more about SEPs at nsw.gov.au/seps.

Coordinating improvement pathways across the district model framework

In 2025, the SEP Kickstart Grant provided 10 councils with \$1.7 million to progress their SEP districts.

As SEPs evolve, many councils across metro and regional NSW are showing interest in Purple Flag accreditation.

The Purple Flag Readiness Grant Program supports this momentum.

It introduces a coordinated pathway for SEPs to work towards and maintain Purple Flag accreditation, and strengthens support for councils to deliver safer, more vibrant, diverse and economically sustainable night-time destinations.

To complement this coordinated approach, Round 2 of the SEP Kickstart Grant now requires recipients to investigate the Purple Flag model and conduct a Purple Flag precinct self-assessment, with councils able to seek up to \$50,000 (ex GST) to support community engagement, coordination, report preparation and explore Purple Flag accreditation.

For more info on how Purple Flag accreditation can strengthen your SEP, see [Appendix A](#).



YCK Laneways. Photo: 24-Hour Economy NSW

3. Eligibility Criteria

3.1. Eligible applicants

To be eligible for the Program, applicants must be a local council in NSW:

- with a permanent SEP, **or**
- with a trial SEP, **or**
- funded by NSW government to establish a SEP (excluding SEP Kickstart Grant Program Round 2 recipients); **and**
 - demonstrate evidence of existing or proposed Purple Flag working group/s establishment, including representation from a diverse range of key stakeholders (eg. local businesses, council, police, liquor accords, transport, etc.); **and**
 - provide details on the geographic boundary of each proposed or accredited Purple Flag precinct which must match or sit within a SEP geographical boundary; **and**
 - provide a clear plan and timeline for the proposed grant activities to be delivered and expected outcomes for each proposed or accredited Purple Flag precinct; **and**
 - provide a realistic, detailed and itemised budget for each precinct, that is clearly linked to the project activities and expected outcomes; **and**
 - demonstrate project deliverability by clearly detailing Council’s capacity to deliver the proposed grant activities; **and**
 - commit to delivering a Purple Flag self-assessment report per proposed Purple Flag precinct within 6-months of executing a funding agreement; **and**
 - provide a letter of commitment to the Purple Flag program from a senior council staff member (eg. Chief Executive, General Manager). The letter **must not** be from an elected official such as a councillor.

DCITHS cannot consider your application if it does not satisfy all the eligibility criteria.

3.2. Eligible grant amounts

Up to \$750,000 (ex GST) in funding is available for the Purple Flag Readiness Grant Program. Eligible councils may apply for a grant up to \$50,000 (ex GST) per proposed or accredited Purple Flag precinct.

Councils with multiple proposed or accredited Purple Flag precincts may apply for up to a maximum of \$150,000 (ex GST) in total funding. Only one application per council will be accepted. An application may include any number of proposed or accredited precincts, with funding allocated as the council chooses, with up to a maximum of \$50,000 (ex GST) per precinct.

Funding requests above or below the range will not be considered.

3.3. Eligible costs

Funding must be used for activities that support Purple Flag Readiness Grant objectives. The following conditions apply:

- One upfront payment will be made upon execution of the funding agreement.
- At least 25% of funding must be allocated to coordination and engagement activities.
- Marketing and promotion funding is only eligible for precincts that have achieved Purple Flag accreditation.

3.4. Eligible activities

Eligible activities are set out in the table below.

Criteria	Description
Coordination and engagement (Minimum 25% of total funding)	<p>A minimum of 25% of the total allocated grant funding should be used for co-ordination and engagement.</p> <p>Eligible activities include, but are not limited to:</p> <ul style="list-style-type: none"> • Working group coordination: Establish or fund a coordination role to lead stakeholder engagement and coordination. This includes organising regular working group meetings to assess the precinct against Purple Flag principles, facilitate the self-assessment night with working group members and coordinate the development of documentation relevant to applying for Purple Flag accreditation, such as preparing a precinct map, precinct snapshot and collating precinct data. • Program management: Project management of Purple Flag related initiatives ensuring alignment with program goals and project delivery timelines. • Data collection and reporting: Develop and implement tools to assess, monitor and report on precinct data to inform Purple Flag initiatives and precinct management, including surveys, visitor feedback or other insights. • Stakeholder engagement and education: Engagement and education for local businesses and other relevant stakeholders about the Purple Flag program, its principles and framework. This could include night ‘walk-shops’ around the precinct, stakeholder roundtables, or information and feedback sessions to encourage co-design of safety initiatives. • Self-assessment report: Costs related to preparing a precinct self-assessment report for each proposed Purple Flag precinct within the first 6 months of executing a funding agreement – including costs related to developing the precinct map, planning and preparations for the self-assessment night, collating and compiling information and drafting the self-assessment report, and any further complementary documentation to be used towards a Purple Flag application.
Perceptions of safety	<p>Place-based initiatives focused on improving locals and visitors’ perceptions of safety, especially for women and gender-diverse individuals. These activities may include, but are not limited to:</p> <ul style="list-style-type: none"> • Safety audits and enhancements: Deliver precinct safety audits, surveys and other community engagement activities (e.g. walk-shops, co-design sessions) to monitor perceptions of safety and to inform initiatives that improve safety for women and gender-diverse individuals. • Training programs: Conduct training for local business owners, staff, and security teams on key issues, such as customer safety, inclusivity and perceptions of safety from women and gender-diverse people. • Physical interventions: Physical interventions that improve perceptions of safety, for example: art or light installations, wayfinding, or information signage to enhance the precinct’s safety and accessibility.
Promotion and marketing (only available to promote Purple Flag accredited precincts)	<p>This activity may include, but is not limited to the following:</p> <ul style="list-style-type: none"> • Marketing campaigns: Design and deliver marketing campaigns to raise awareness about the Purple Flag accreditation program and the diverse offerings available within the precinct. Examples include banners, posters, flyers, or social media campaigns and digital advertising. • Events: Host community events, activations or open nights to showcase the precinct’s Purple Flag accreditation. • Digital promotion: Develop or enhance a website, create videos or leverage social media platforms through content creation to promote the precinct’s Purple Flag status. <p style="background-color: #4a4a8a; color: white; padding: 5px; text-align: center;">Grant funding for promotion and marketing will only be available to promote accredited Purple Flag precincts.</p>

3.5. Ineligible activities

Grant funding cannot be used to fund the following, but is not limited to:

- activities that aren't directly related to the eligible activity listed above at [3.4](#)
- activities that occur outside the Project Delivery Period (i.e. no retrospective funding)
- projects that constitute the normal course of business for the funded entity
- activities that are already being supported by the NSW Government through other grant programs
- any activities deemed by DCITHS to be inconsistent with the five core principles to achieve accreditation for the Purple Flag program
- fundraising/prizes
- other grant programs

3.6. Ineligible costs

Costs that are not directly associated with the eligible activities include, but are not limited to:

- the covering of costs that are not incurred within the project delivery period
- ongoing operational costs such as staff salaries, rent, utilities, maintenance/repairs and administrative overheads. This excludes the costs associated with the appointment or funding a program coordinator
- paying back loans or other financing costs, including interest and debt financing
- purchase or lease of land or property
- overseas travel costs
- major capital works
- activities that are already funded by other NSW Government grants or programs

For a real-world example of how a precinct can achieve Purple Flag accreditation while using grant funding to deliver activations, enhance safety and strengthen nighttime vibrancy, refer to [Appendix B](#).



4. Application Process

4.1. How to apply

Councils should submit a completed application online via the [Smarty Grants online grants platform](#).

Before applying, you should read and understand these Grant Guidelines. The frequently asked questions (FAQs) and any alterations and addenda will be published on the Purple Flag Readiness Grant Program webpage.

To be considered, your application should:

- provide a sufficiently detailed submission, including supporting evidence as required, to enable assessment against the Eligibility Criteria outlined in [Section 3](#) and further detailed in [Section 4.2 What to include in the application](#).
- include a well substantiated budget plan that explains how the total grant amount requested will be spent on eligible activities during the project delivery period
- identify a nominated lead representative for the council
- be submitted by the application deadline

Failure to meet these requirements may result in the application being deemed ineligible or non-conforming and may not be considered at DCITHS's absolute discretion.

You are responsible for ensuring your application is complete and accurate. Giving false or misleading information is a serious offence in accordance with Section 307B of the Crimes Act 1900. We may investigate any false or misleading information and may exclude your application from further consideration.

The Purple Flag team within the O24HEC can be contacted at any time by councils to seek clarity or further information regarding their application via purpleflag@24houreconomy.nsw.gov.au.

Applying for multiple proposed or accredited Purple Flag precincts

Only one completed application per council will be accepted. However, each council application can comprise of more than one proposed or accredited Purple Flag precinct.

Where a council application comprises of more than one proposed or accredited Purple Flag precinct, the maximum amount of funding which can be requested is up to \$150,000 (ex GST) per council for three or more proposed and/or accredited Purple Flag precincts.

Councils applying for multiple proposed or accredited Purple Flag precincts should clearly identify which activities and associated costs are allocated to each precinct within the one grant application. Councils may nominate any number of proposed or accredited Purple Flag precincts and allocate funding as they choose, up to a maximum of \$50,000 (ex GST) per precinct, as part of their application.

Late applications

This is an open, non-competitive, demand-driven (first-in, first-served) grant program so application timeliness is important.

Late applications may be considered after the closing date, subject to the discretion of DCITHS, if a reasonable explanation can be given for the delay, the applicant has at least commenced their application in SmartyGrants prior to the closing date, and probity principles in respect of fairness and equity are maintained.

4.2. What to include in the application

Criteria	What you need to provide
Purple Flag working group	<p>Details and evidence of existing or proposed Purple Flag working group/s establishment.</p> <p>Including:</p> <ul style="list-style-type: none"> • membership composition, including lead applicant and representation from key stakeholders (eg. local businesses, council, chamber of commerce, community groups, liquor accord, transport, police, local universities etc.) • governance arrangements such as decision making protocols, meeting cadence etc.
District boundaries	<p>A description or map of the geographical boundary of each proposed or established Purple Flag precinct.</p> <p>The application should demonstrate that the precinct sits within the SEP geographical boundary and aligns with Purple Flag boundary principles (see Appendix C).</p>
Capacity to deliver	<p>A clear plan and timeline for delivering the proposed grant activities for each proposed or accredited Purple Flag precinct.</p> <p>This includes:</p> <ul style="list-style-type: none"> • the proposed activities to be delivered and expected outcomes • timelines and key milestones to deliver grant activities • timelines and key milestones to investigate, develop or progress a Purple Flag accreditation application (for proposed Purple Flag precinct only) • personnel and required resources (including any contractor/consultant arrangements) • potential risks and/or challenges along with appropriate mitigation strategies.
Budget & value for money	<p>Provide a realistic, detailed and itemised budget for each proposed or accredited Purple Flag precinct, that is clearly linked to the project activities and expected outcomes.</p> <p>The budget/s include:</p> <ul style="list-style-type: none"> • the total amount being sought • costs for eligible activities and deliverables with a minimum of 25% of total funding requested towards coordination and engagement • clear breakdown and categorisation of costs (e.g. personnel, materials, marketing, administration) • other funding sources (if applicable) <p>Minimum fees for musicians: The NSW Government requires that all musicians involved in publicly funded events receive a minimum performance fee of \$250. All applicants must demonstrate they meet this requirement in their proposed budget.</p>

5. Assessment process

5.1. Assessment of grant applicants

This Program is an open, non-competitive, demand-driven (first-in, first-served) grant program.

This means that councils that satisfy stated eligibility criteria will be recommended for funding in the order that they are received, until funding is exhausted.

Assessment Process

1. **Eligibility assessment:** Applications will be reviewed in the order they are received. If an application meets all specified criteria it will be recommended for funding.
2. **Decision making:** Eligible applications will be submitted to the Decision Maker who will make the final decision to determine successful grant recipients.
3. **Outcome notification:** Councils will be notified of the outcome of their application by late May 2026. Successful councils will be required to enter into a funding agreement with DCITHS.

Applications that do not meet the eligibility criteria will not be considered. During the assessment process, we may ask councils for more information. We may also seek advice from other NSW Government agencies or from other parties, including an independent probity advisor, to help us assess applications. All information will be kept confidential.

Recommendation and decision making

Only applications assessed as eligible (all criteria met) will be recommended for funding.

There are no exceptions to the eligibility criteria. DCITHS's decision is final in all matters including:

- application eligibility,
- the assessment outcome,
- the approval of the grant, and
- the grant amount to be awarded.

Councils may be offered less than their requested amount in the application if:

- insufficient funds remain in the program to cover the full requested amount, and/or
- ineligible costs have been identified in the proposed expenditure.

DCITHS reserves the right to consider other factors when deciding whether to provide a grant. These may include any conflicts of interest, whether the council or any associated person can manage the grant responsibly and any reputational risks to the program or the NSW Government.

Outcome notification

Successful

Councils will be notified of the outcome of their application, under embargo, by late May 2026. If a council is successful, we will advise the council of any specific conditions attached to the grant.

Unsuccessful

Councils who are not successful will be notified by email of the outcome, by May 2026. They can request feedback via an optional online feedback session with the department.

Other funding programs

Councils should disclose whether any aspect of their proposal has:

- received funding through another NSW Government funding program for aspects of this proposal
- applied for funding through another NSW Government funding program with the outcome pending for aspects of this proposal.

6. Successful applications: Funding conditions

6.1. Funding Deed

Successful councils must enter into a funding deed with DCITHS before any grant payments can be made. The funding deed should be signed by the date set out in the funding offer. If it is not signed by this date, the offer may lapse.

The grant agreement, prepared by DCITHS, will outline the recipient's obligations, including monitoring and reporting requirements, the approved project scope, key milestones and how the funding can be used.

The funding deed will also require the recipient to provide copies of relevant insurances, project approvals and any other documents requested by DCITHS. No binding funding commitment is made until both parties have signed the funding deed and all conditions have been satisfied.

6.2. Funding payments

Successful councils will receive the approved amount of grant funding upon execution of the grant agreement by both parties, receipt of a valid tax invoice and subject to any funding conditions set out in the grant agreement having been met.

Payment may not be made until any former DCITHS outstanding reporting and acquittals have been submitted.

6.3. Unspent funds

Evidence of costs incurred throughout the project will be requested for validation in the progress and project acquittal reports (see section 6.8 for further details).

Any allocated grant funds which remain unspent or have been identified as ineligible costs will need to be returned to DCITHS.

6.4. Under embargo

When councils are notified under embargo, they should not publicise the outcome until it is officially announced by the Minister or by DCITHS. Councils may start work on their project during the embargo period, but they should not mention the funding publicly. The embargo is taken seriously and failure to comply may impact your current or future funding eligibility.

6.5. Acknowledgement of Office of the 24-Hour Economy Commissioner

As a recipient of NSW Government funding, you will be expected to acknowledge the support of the Office of the 24-Hour Economy Commissioner in all publications, promotional and advertising materials and public announcements.

A communication pack will be provided to funding recipients containing approved key messages, branding, logos and multimedia to help promote the project and acknowledge the funding contribution.

All recipients of NSW Government funding should acknowledge this financial support as per the Funding Acknowledgement Guidelines for Recipients of NSW Government Grants, available at nsw.gov.au/branding#toc-sponsorship-and-fundingacknowledgement

The NSW Government logo should be used on all materials related to funding provided to the project. Whenever the logo is used, the publication should also acknowledge the NSW Government.

If a funding recipient makes a public statement about a project funded under the Program, we require the funding recipient to acknowledge the Program and the support provided.

6.6. How to make changes (variations)

Successful councils are required to use funding solely for the activities which were approved at the time of funding. However, unforeseen circumstances may require adjustments to the project.

Prior to implementing any changes to activities or the approved budget, project milestones or timeline, recipients should contact DCITHS via purpleflag@24houreconomy.nsw.gov.au to seek approval. Failure to do so may result in the withdrawal of the grant offer.

DCITHS will review any proposed variations and provide guidance on the appropriate process to follow.

6.7. Indicative reporting requirements

The following reporting will be a requirement of the grant funding agreement:

- **Three-month check-in briefing:** Unless otherwise agreed with DCITHS, successful councils should attend a meeting (held online, time and date TBC) within 3 months of executing a funding agreement to discuss progress.
- **Six-month progress report:** Grant recipients are required to submit a progress report via SmartyGrants, detailing project progress to date for the first 6 months of delivery. Progress reports should be submitted by 28 February 2027, for the reporting period up to 31 December 2026. The progress report should include:
 - information relating to the progress of deliverables against the project plan in the funding agreement
 - information relating to expenditure carried out for the project (e.g. invoices, payment remittance)
 - a summary of Purple Flag related working group meeting dates, actions and attendees

It is an expectation that successful applicants lodge a completed Purple Flag self-assessment report for each proposed Purple Flag precinct within 6 months of executing the funding agreement (this expectation does not apply to accredited Purple Flag precincts). Purple Flag accreditation will be subject to a separate applications and assessment process.

Final Report and Acquittal

Successful applicants will be required to submit final reporting on their project outcomes to acquit their funding. The report is to be completed through SmartyGrants, within four (4) weeks of the end of the Project Delivery Period. This report will include evidence of Eligible Activities and Eligible Costs and measures of success including reporting against indicators set out in [table 6.8](#) below.

Funding recipients who do not complete satisfactory final reporting and/or fail to provide evidence of funds being expended or being fully expended for the purpose for which they were intended, may be required to repay funds.

6.8. Reporting indicators

Successful councils will be required to provide data on key reporting indicators throughout the program, based on the type of funded activity. These indicators may be included as part of the Check-in Briefing, Progress Report and the Final Acquittal Report:

Category	Indicator
Coordination and engagement	<ul style="list-style-type: none">• No. of working group members• No. of meetings held• Working group member satisfaction• No. of industry sectors involved• Change in precinct membership• No. of stakeholders reached in engagement efforts
Perceptions of Safety Initiatives	<ul style="list-style-type: none">• Type and no. of women's (and gender-diverse people's) safety interventions delivered• Community consultation/feedback related to women's and gender diverse people's safety• Number of training sessions conducted• Total number of participants and businesses trained• Change in night-time precinct activity following interventions
Promotion and awareness (for Purple Flag accredited precincts only)	<ul style="list-style-type: none">• Website traffic numbers to Purple Flag-related content• No. of Purple Flag promotional campaigns• Reach of Purple Flag promotional campaigns (e.g. estimated no. of impressions)• No. of Purple Flag generated media stories• No. of Purple Flag related events delivered• Total number of attendees at Purple Flag events

6.9. Evaluation and audit

The Purple Flag Readiness Grant Program may be evaluated to measure how well the outcomes and objectives have been achieved. We may collect and use information from your application and reports for this purpose. We may also interview you or ask you for more information to help us understand how the Program impacted your organisation and to evaluate how effective the Program was in achieving its outcomes.

We may contact your organisation up to three years after you receive the final grant payment associated with the Program for more information to assist with this evaluation.

DCITHS and the NSW Audit Office reserve the right to undertake an audit of Program funding and support within seven years. Tracking and reporting will be required as part of the funding deed.

7. Additional information

7.1. Conflicts of interest

Any conflicts of interest will be managed in accordance with the NSW Government Grants Administration Guide. A conflict of interest, or perceived conflict of interest, may be identified if staff, any member of a committee or advisor and/or you or any of your personnel:

- have a professional, commercial, or personal relationship with a party who can influence the application selection process, or
- have a relationship with or interest in, an organisation, which is likely to interfere with or restrict the Council from carrying out the proposed activities fairly and independently, or
- have a relationship with, or interest in, an organisation from which they will receive personal gain because the organisation received a grant under the grant program.

Councils will be asked to declare, as part of your application, any perceived or existing conflicts of interests or that, to the best of your knowledge, there is no conflict of interest. If you identify an actual, apparent, or perceived conflict of interest at any time, you should inform DCITHS immediately.

DCITHS staff can be contacted via purpleflag@24houreconomy.nsw.gov.au and will generally respond between 9.00am - 5.00pm Monday to Friday.

NSW Government staff, committee members and other officials including the decision maker should declare any conflicts of interest and ensure they are managed as per the DCITHS Code of Ethics and Conduct and the Grants Administration Guide.

7.2. Complaint handling, access to information and privacy

Complaints

Should you need to make a complaint during or after the application process, you may contact DCITHS staff at purpleflag@24houreconomy.nsw.gov.au.

If you do not agree with the way your complaint has been handled, you may wish to contact the NSW Ombudsman. The NSW Ombudsman will not usually investigate a complaint unless the matter has been first raised directly with DCITHS.

NSW Ombudsman
Level 24
580 George Street
Sydney NSW 2000

Information and Privacy

The Department will collect and store the information you voluntarily provide to enable the implementation of this grant program.

The Department is required to comply with the Privacy and Personal Information Protection Act 1998 (NSW) (PPIP Act). The Department collects the minimum personal information to enable it to contact an organisation and to assess the merits of an application. Councils should ensure that people whose personal details are supplied with applications are aware that the Department is being supplied with this information and how this information will be used.

We treat your personal information in accordance with the PPIP Act and the [Department's privacy policy](#).

This includes letting you know:

- what personal information we collect;
- why we collect your personal information; and
- who we give your personal information to.

The personal information will only be used for the purpose for which it was collected unless an exemption applies.

7.3. Accessibility, inclusion and support

The NSW Government is committed to improving accessibility to all our funding programs.

If you are an applicant with a disability, and you require this information in a format which is accessible to you or in another language, contact us at purpleflag@24houreconomy.nsw.gov.au and we will respond between 9.00am and 5.00pm Monday to Friday (except on public holidays).

The National Relay Service numbers are:

- TTY users: Phone 133 677 then ask for (02) 9228 4578.
- Speak and Listen users: Phone 1300 555 727 then ask for (02) 9228 4578.

7.4. Publication of grants information

The [Grants Administration Guide](#) (Guide) requires that certain information is published in relation to grants awarded no later than 45 calendar days after the grant agreement takes effect (see section 6.5 of the Guide and Appendix A to the Guide). This information is also open access information under the Government Information (Public Access) Act 2009 (GIPA Act), which must be made publicly available unless there is an overriding public interest against disclosure of the information.

In accordance with these requirements, relevant information about the grants awarded will be made available on the NSW Government Grants and Funding Finder as soon as possible after the grant funding is approved or declined.

All records in relation to this decision will be managed in accordance with the requirements of the State Records Act 1998.

Appendix A

Purple Flag and Special Entertainment Precincts (SEPs)

This factsheet explains the key benefits and alignment between the Purple Flag Program and SEPs and how they can work together to strengthen and support your night-time precinct.

What is a Special Entertainment Precinct (SEP)?

A SEP is a defined area, streetscape or single premises, where council sets trading hours and sound conditions in a precinct management plan to encourage live performance and support vibrant going-out precincts.

Councils are enabled to make SEPs under Section 202 of the Local Government Act 1993 and the SEP Guidelines, though in very limited circumstances the Minister for Planning and Public Spaces may also make a SEP in a State Environmental Planning Policy (SEPP).

A local council identifies a SEP by publishing a precinct management plan, created in consultation with community, venues, businesses and government, on their website and amends its Local Environmental Plan (LEP) through a planning proposal submitted to the Department of Planning, Housing, and Infrastructure.

What is the Purple Flag Program?

Purple Flag is an internationally recognised accreditation program that celebrates precincts that achieve high standards of excellence in managing their night-time precincts. The Purple Flag precincts in New South Wales are the first of their kind in Australia, with Sydney joining over 90 global destinations that have Purple Flag precincts.

A precinct that meets or exceeds these 5 core principles will achieve Purple Flag accreditation:

1. **Wellbeing:** your precinct is a welcoming, clean and safe environment.
2. **Movement:** there are secure ways for people to arrive, move around and leave your precinct.
3. **Appeal:** your precinct has diverse night-time activities and options for different ages, lifestyles and cultures at different times of the evening.
4. **Place:** there are a mix of pleasing and functional spaces in your precinct that make it a convenient and attractive night-time destination.
5. **Strategic alignment:** your precinct has a plan in place for ongoing collaboration between local businesses, members of the community and government agencies.

Will Purple Flag and SEPs benefit your precinct?

When combined, Purple Flag and SEPs can benefit businesses in your precinct, the local economy and the wider community in general. Benefits include:

Raised profile and increased expenditure

When people see the Purple Flag sign, they know the area meets standards of excellence in vibrancy, diversity and safety at night. Combined with the structured planning framework of SEPs, this can help activate local areas, attract more visitors and increase local expenditure.

Boost confidence and investment

SEPs provide clear rules around trading hours and sound, giving businesses and residents certainty and reducing land use conflict. Purple Flag strengthens this by promoting the development of a vibrant and well managed night-time economy. Together, this can signal to businesses and investors, that your precinct is committed to the long-term success of its night-time economy, encouraging investment, and opportunities for commercial partnerships and collaboration.

Improved stakeholder collaboration and precinct management

Both programs bring together key stakeholders including council, businesses, industry, as well as state government agencies and the broader community. This fosters stronger collaboration and partnerships, enabling people to work more effectively to manage, and continuously improve their precinct's night-time economy.

Support for vibrant and safe night-time precincts

SEPs offer reduced liquor licensing fees, higher noise complaint thresholds, and trading hour incentives to venues that host live entertainment, while Purple Flag supports a coordinated approach to continuously improving the experience of the precinct for visitors, encouraging a more diverse night-time offering, and a safer, more inclusive and vibrant precinct.



Photo: 24-Hour Economy NSW

How can I integrate Purple Flag and SEPs in my precinct?

Purple Flag complements SEPs, by providing a structured framework for night-time precinct management, helping ensure it continues to be a safe, vibrant and diverse going out destination. It will also mean that the SEP can gain global recognition as a welcoming, safe and diverse night-time destination through the Purple Flag international accreditation.

Precinct boundaries

A proposed Purple Flag precinct boundary should match your Special Entertainment Precinct. This helps ensure that all relevant stakeholders within a SEP are included in the night-time management of the precinct as well as share insights and work collaboratively to achieve stronger outcomes.

Working group

Both the Purple Flag and SEPs involve establishing a working group. A single working group could easily serve both programs and reduce duplication, or a dedicated Purple Flag sub-group could be formed from an existing SEP working group, with additional members for Purple Flag activities added as needed.

This approach enables stakeholders to collaborate effectively and integrate both initiatives and ensures the goals of each program are strategically aligned.

Should councils apply for a Purple Flag while planning a SEP?

Councils are encouraged to apply for Purple Flag accreditation during the initial planning of a Special Entertainment Precinct.

There are several benefits in applying for Purple Flag, whilst developing a SEP. These include the increased stakeholder engagement and collaboration and working within an established, globally recognised night-time management framework for the precinct. Immediate precinct benefits include recognition as an accredited Purple Flag precinct, leading to greater coordination among the local business community, and a unified approach to precinct management and implementation of collaborative initiatives to improve mobility, perceptions of safety and vibrancy in the precinct.

Purple Flag and SEPs Integration – Summary

Purple Flag and SEPs both support the management and development of vibrant night-time precincts.

The table below summarises the two frameworks:

Characteristic	Purple Flag	SEPs
Type	Accreditation program	Planning tool
Lead	Council, business or precinct-led	Council or Minister
Has legislative or regulatory framework?	No	Yes: Local Government Act (Section 202)
Stakeholders	Councils, Transport for NSW, Liquor & Gaming NSW, DPHI, NSW Police, Local Health Districts, businesses and industry, and community	Councils, Transport for NSW, Liquor & Gaming NSW, DPHI, NSW Police, Local Health Districts, businesses and industry, and community
Common Benefits	Supports the 24-hour economy and vibrant precincts Strong stakeholder partnerships and collaboration	Supports the 24-hour economy and vibrant precincts Strong stakeholder partnerships and collaboration

Purple Flag case study



YCK Precinct

In February 2023, YCK Laneways (the York, Clarence and Kent Street precinct) in Sydney's CBD became Australia's first [Purple Flag](#) accredited precinct. The accreditation recognised the precinct as a safe, vibrant and well-managed night-time destination and aligned with NSW's 24-Hour Economy Strategy.

YCK achieved this milestone by building a strong collaborative working group including venues, property owners, police, liquor accords, and representatives from City of Sydney and Transport for NSW.

Collective initiatives such as precinct activations, increased outdoor seating, and precinct-wide marketing and promotion have improved perceptions of safety and vibrancy across the precinct. The working group also works closely together to gather precinct data to monitor compliance with Purple Flag criteria.

YCK Laneways Association Vice President Karl Schlothauer welcomed the precinct's achievement as the first in NSW to be recognised as a Purple Flag precinct, positioning it as a safe and vibrant destination for hospitality, entertainment, and retail.

“Whether it’s for some retail therapy, to visit one of the superb small bars, grab a late-night bite or enjoy one of our regular arts and cultural events, we are committed to delivering our patrons a safe, friendly and fun experience,”

Mr. Schlothauer said.

Since accreditation, YCK has continued to expand its cultural programming. The precinct collective delivered ‘Summer Love’, a month-long event in January 2023 featuring over 130 free and ticketed events, and ‘The Night is Young’, a four-week festival held in late October and early November 2023 with over 50 late-night cultural events. In February 2024, the precinct hosted ‘Up Late and Loud’ a four-week in-venue activation celebrating NSW Government’s Vibrancy Reforms through live music, performances, and extended trading to showcase the precinct’s cultural energy and nightlife offering.



YCK Laneways. Photo: 24-Hour Economy NSW

Other highlights have included YCK's participation in the Sydney Comedy Festival with curated comedy tours throughout the precinct (July 2024). The precinct also launched 'The Station Project' as part of the Community Improvement District Pilot program, transforming underused laneway spaces into creative, welcoming areas.

YCK has also invested in initiatives that prioritise patron safety and inclusivity. Through the installation of the Clarence Street secure taxi rank which sits at the heart of the YCK precinct, the precinct has focused on providing a safe and convenient late-night transport option.

YCK has also adopted SafeSpace@elevate, an independent reporting and support service digital platform to empower employees to report harmful behaviour, and helped enhance public realm safety through projects like Lightstream, a striking new lighting installation in York Lane.

Overall, these initiatives strengthen YCK's reputation as a precinct that balances energy and entertainment with safety and inclusion.

The Purple Flag accreditation has instilled confidence in both visitors and investors, driving growth in the hospitality sector and setting a benchmark for future accredited precincts as the Purple Flag program is rolled out statewide.

YCK illustrates how effective local leadership, strong partnerships with government, and consistent programming can transform a precinct into a vibrant and internationally recognised night-time destination.

To find out more, visit ycklaneways.com/au/purple-flag

Appendix C

Purple Flag Boundaries and Map

What is a Purple Flag precinct?

Any defined geographical area within a city or a town centre where people develop, manage and support the night-time economy can become a Purple Flag precinct. The precincts generally include areas with buildings, walkways and a range of businesses and transport options. When seeking Purple Flag accreditation, councils need to develop a map of their precinct that outlines:

- venues that are open after 6 pm, including restaurants, museums, galleries, nightclubs, takeaway venues, late-night shopping options and supermarkets
- taxi ranks or pick-up/drop off zones, night-time transport hubs, cycling and pedestrian routes
- public toilets that are open after 6 pm
- historic landmarks, areas and buildings that are open after 6 pm.

Deciding on your map area

When determining the area to include in your Purple Flag map, ensure it encompasses the core evening and night-time activities of your precinct (typically between 6pm and 6am). This may include a mix of businesses, cultural venues, recreation facilities, hospitals, educational institutions, and supporting infrastructure that contribute to the night-time economy. It is also important to consult with your local council and seek their endorsement on the precinct boundaries.

When defining the boundary of your precinct, keep the following principles in mind:

- **Reflect the night-time activity:** Your proposed Purple Flag precinct boundary should follow a clear and natural break in night-time activity, such as the beginning of a residential area or a zone where night-time activity is not present.
- **Movement at night:** Your map should include all the areas visitors are likely to move through while

engaging with the night-time economy. This may include laneways, footpaths, and routes connecting venues, public spaces, and transport hubs.

- **Include transport connections:** Make sure the boundary incorporates key transport nodes such as train stations, bus stops, taxi ranks, and rideshare pick-up areas, as well as the walking routes that connect them to the precinct.
- **Exclude residential buildings and office buildings,** except where they are in a commercial area. However, it is important to consider how night-time activities impact on people who work and live in these buildings.
- **Use whole streets:** Boundaries must include whole streets to define the precinct. This means you can't include only one side of a street or half a block as part of your precinct. This will also make setting the boundary easier on Google My Maps.

Note: At the time of your application, you may choose to include some areas that may not currently meet the Purple Flag criteria. This will not negatively affect your application. Over time, working groups can improve areas of the precinct.

The working group should decide the precinct map boundaries together at either the first or second working group meeting.

Tip: Walk through your proposed precinct with your working group members early on. This will give you a sense of the night-time economy, helping you see how consumers move through the space and making it easier to set clear map boundaries.

Creating your Purple Flag Map

For guidance on how to create your Purple Flag precinct map, please refer to the [instructional video](#) or visit the [Purple Flag website](#) for further details.

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E: purpleflag@24houreconomy.nsw.gov.au

W: nsw.gov.au/24houreconomy